



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Mobile, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Midland Crowd	11.9%	Population	411,365	421,452
Southern Satellites	9.0%	Households	154,863	159,230
Modest Income Homes	7.6%	Families	108,797	110,723
Rustbelt Traditions	6.9%	Median Age	35.9	36.8
Family Foundations	5.2%	Median Household Income	\$39,629	\$43,502

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	58	\$1,554.65	\$240,757,323
Men's	58	\$286.90	\$44,430,323
Women's	55	\$520.07	\$80,539,182
Children's	66	\$273.57	\$42,365,855
Footwear	48	\$231.73	\$35,885,944
Watches & Jewelry	67	\$149.37	\$23,132,651
Apparel Products and Services ¹	74	\$93.01	\$14,403,368
Computer			
Computers and Hardware for Home Use	67	\$140.44	\$21,749,648
Software and Accessories for Home Use	65	\$18.88	\$2,923,567
Entertainment & Recreation	70	\$2,590.19	\$401,124,867
Fees and Admissions	65	\$401.16	\$62,124,621
Membership Fees for Clubs ²	67	\$111.41	\$17,253,566
Fees for Participant Sports, excl. Trips	65	\$74.49	\$11,536,445
Admission to Movie/Theatre/Opera/Ballet	64	\$95.69	\$14,819,146
Admission to Sporting Events, excl. Trips	65	\$39.55	\$6,124,605
Fees for Recreational Lessons	62	\$79.65	\$12,334,571
Dating Services	61	\$0.36	\$56,288
TV/Video/Sound Equipment	70	\$1,003.91	\$155,468,105
Community Antenna or Cable TV	73	\$536.02	\$83,009,549
Televisions	67	\$196.17	\$30,379,333
VCRs, Video Cameras, and DVD Players	71	\$23.51	\$3,641,217
Video Cassettes and DVDs	69	\$45.39	\$7,029,012
Video Game Hardware and Software	69	\$24.81	\$3,842,889
Satellite Dishes	70	\$0.78	\$121,102
Rental of Video Cassettes and DVDs	70	\$35.59	\$5,512,108
Streaming/Downloaded Video	63	\$0.51	\$79,643
Sound Equipment ³	65	\$136.98	\$21,213,203
Rental and Repair of TV/Radio/Sound Equipment	71	\$4.13	\$640,049
Pets	75	\$332.42	\$51,480,295
Toys and Games	71	\$106.23	\$16,450,558
Recreational Vehicles and Fees ⁴	75	\$328.14	\$50,817,403
Sports/Recreation/Exercise Equipment ⁵	63	\$134.99	\$20,904,600
Photo Equipment and Supplies ⁶	69	\$87.41	\$13,536,005
Reading ⁷	68	\$195.94	\$30,343,280
Food	70	\$5,812.41	\$900,127,416
Food at Home	70	\$3,429.62	\$531,121,816
Bakery and Cereal Products	70	\$475.59	\$73,651,336
Meat, Poultry, Fish, and Eggs	70	\$862.84	\$133,622,559
Dairy Products	70	\$389.21	\$60,274,201
Fruit and Vegetables	68	\$565.06	\$87,507,298
Snacks and Other Food at Home ⁸	71	\$1,136.92	\$176,066,422
Food Away from Home	70	\$2,382.79	\$369,005,600
Alcoholic Beverages	67	\$399.46	\$61,861,999
Nonalcoholic Beverages at Home	72	\$315.94	\$48,927,296



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Financial			
Investments	64	\$644.61	\$99,826,946
Vehicle Loans	73	\$4,227.73	\$654,719,506
Health			
Nonprescription Drugs	74	\$84.45	\$13,077,437
Prescription Drugs	77	\$436.67	\$67,623,258
Eyeglasses and Contact Lenses	71	\$54.74	\$8,476,684
Home			
Mortgage Payment and Basics ⁹	65	\$5,987.24	\$927,201,427
Maintenance and Remodeling Services	63	\$1,292.81	\$200,207,976
Maintenance and Remodeling Materials ¹⁰	69	\$287.80	\$44,569,717
Utilities, Fuel, and Public Services	73	\$3,328.59	\$515,474,837
Household Furnishings and Equipment			
Household Textiles ¹¹	68	\$94.97	\$14,706,835
Furniture	66	\$437.46	\$67,746,156
Floor Coverings	66	\$64.08	\$9,923,814
Major Appliances ¹²	68	\$206.87	\$32,037,249
Housewares ¹³	64	\$60.87	\$9,427,047
Small Appliances	69	\$24.15	\$3,740,467
Luggage	65	\$6.55	\$1,013,746
Telephones and Accessories	59	\$25.54	\$3,955,232
Household Operations			
Child Care	68	\$280.80	\$43,485,093
Lawn and Garden ¹⁴	71	\$299.84	\$46,434,038
Moving/Storage/Freight Express	66	\$34.37	\$5,322,009
Housekeeping Supplies ¹⁵	71	\$547.18	\$84,737,171
Insurance			
Owners and Renters Insurance	73	\$359.73	\$55,708,269
Vehicle Insurance	71	\$988.07	\$153,016,015
Life/Other Insurance	73	\$416.95	\$64,569,392
Health Insurance	73	\$1,482.75	\$229,622,689
Personal Care Products ¹⁶	70	\$303.60	\$47,016,353
School Books and Supplies ¹⁷	69	\$81.45	\$12,614,306
Smoking Products	78	\$352.43	\$54,578,999
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	70	\$3,612.59	\$559,456,582
Gasoline and Motor Oil	73	\$1,835.86	\$284,306,931
Vehicle Maintenance and Repairs	69	\$684.40	\$105,988,398
Travel			
Airline Fares	62	\$258.51	\$40,033,922
Lodging on Trips	66	\$278.94	\$43,197,355
Auto/Truck/Van Rental on Trips	62	\$23.97	\$3,712,072
Food and Drink on Trips	66	\$310.69	\$48,113,709

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.